

# ACTION

**Action** brings you adrenaline-pumping entertainment. Our smash hit movies with spies and tough guys, adventurers and kung-fu masters will get your pulse racing. Catch the world's greatest heroes like Jason Statham, Bruce Willis and Jet Li. What are you waiting for? Get some!

## movies



The Departed

### The Departed

Two men from opposite sides of the law are undercover within the Massachusetts State Police and the Irish mafia, but violence and bloodshed boil when discoveries are made, and the moles are dispatched to find out their enemy's identities. Stars Leonardo DiCaprio and Jack Nicholson.

### Jonah Hex

The U.S. military makes a scarred bounty hunter with warrants on his own head an offer he cannot refuse: in exchange for his freedom, he must stop a terrorist who is ready to unleash Hell on Earth. Stars Josh Brolin and Megan Fox.

### The Other Guys

Two mismatched New York City detectives seize an opportunity to step up like the city's top cops whom they idolize -- only things don't quite go as planned. Stars Will Ferrell and Mark Wahlberg.

### The Dark Knight

When Batman, Gordon and Harvey Dent launch an assault on the mob, they let the clown out of the box, the Joker, bent on turning Gotham on itself and bringing any heroes down to his level. Stars Christian Bale and Heath Ledger.



Jonah Hex



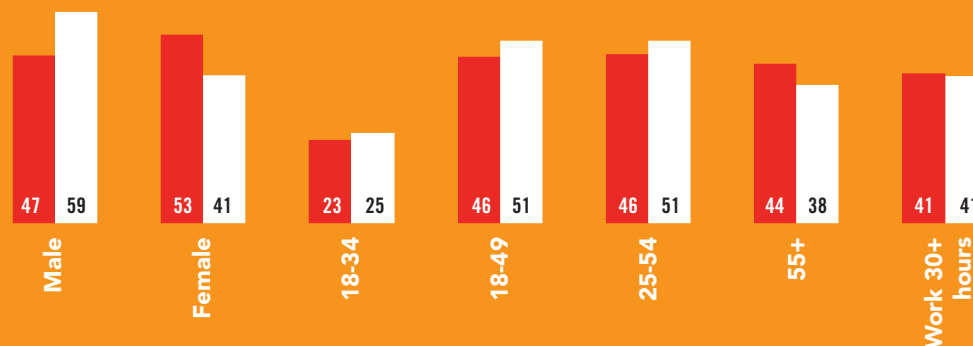
# Audience Profile

## Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data,  
M-Su 2a-2a (SP12: 1/2/2012 to 5/27/2012)

Total TV  
Action



## More likely to:

- Feel they are good at fixing mechanical things (121), purchased auto supplies/products (117), spent up to \$20,000 on a vehicle (114) and get quite attached to their car (121)
- Own surround sound speakers (120), play video game systems (153) 2+ times in an average week and rent 3+ video games (186) in the past month
- Go to the movies a lot (123), attend rock (114) and country (140) music concerts, enjoy woodworking/building (173) and travel in Canada for sporting events (153) hunting/fishing (143) and to take in the night life (128)
- Exercise at home (119), play golf (124), basketball (298), soccer (174), hockey (229), enjoy mountain biking (181) and power boating (145)
- Go to a museum (124), attend zoo/aquarium (118), nightclubs bars (123), attend various pro-sporting events such as baseball (252), football (280) and hockey (157)
- Be medium/heavy consumers of chewing gum (148), chocolate/candy bars (146), potato chips (161) and soft drinks/colas, believe Canadian beer is the best beer in the world (132) and consume 4+ beers (149) in the past week
- Use personal care products such as breath fresheners (118), hair sprays and styling mousses/gels (123), acne products (110), men's aftershave lotion (177), shaving creams/gels (132), condoms/contraceptives (119) and contact lens cleaning solutions (112)
- Purchase animal health products for cats and dogs (116), cat treats (121) or wet food (129) and dog biscuits/treats (114) or wet food (130)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

## Key Research Findings

- Action enjoyed growth vs Spring '11 across multiple key target groups
- Top 3 ranked Digital network across many key demos
- For Spring '12, Action ranked Top 20 among ALL Specialty for A25-54 and M25-54
- Over one million viewers tuned into Action this Spring in an average week (Ind. 2+)

Source: BBM Canada PPM Data (SP12: Jan 2-May 27/2012) / Total Canada A25-54 AMA (000) unless otherwise noted



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